

## What is Elder Abuse?

Elder abuse refers to intentional or negligent acts by a “trusted” individual that causes (or potentially causes) harm to an older person.



## Why does elder abuse occur?

Elder abuse is more common than we think. The risk of elder abuse increases in communities that lack awareness, trainings and social services to prevent the abuse. By strengthening these activities, we can prevent elder abuse and make sure all of us have the opportunity to thrive as we age.

## What should we do if we suspect elder abuse?

### Report concerns.

Reporting elder abuse can be intimidating, but it is the right thing to do. It is everyone’s responsibility to prevent and address elder abuse. In cases of immediate danger, call 911. Otherwise, you can call the Dane County Adult Protective Services Helpline at **(608) 261-9933**. For more information on agencies that can help, visit <https://ncea.acl.gov> or call 1-855-500-3537 (ELDR).

## PLAN!

Talk to your bank or credit union before opening a joint account.

## INFORM EACH OTHER!

Speak up about the supports and awareness needed to protect us from abuse as we age.

## STAY CONNECTED!

Keep in touch with others regularly; isolation can increase the risk of abuse.

## REPORT!

Making a report in instances of abuse or neglect is the right thing to do, and it’s easy. A reporter’s identity is protected by law. Don’t be afraid! We all have the right to feel safe!



# WORLD ELDER ABUSE AWARENESS DAY

Building Strong Support for Elders

**June 15, 2023**

***We can take action to protect each other from abuse, neglect and exploitation.***

The Dane County Elder Abuse Coordinated Community Response team is sponsoring the following events to prevent and protect against elder abuse.

**472 Purple Pinwheels** representing the number of elder abuse and/or neglect cases investigated in 2022 will be displayed at the Lake Edge Lutheran Church 4032 Monona Dr., Madison



**Shredfest Event** to help seniors safely destroy confidential documents. Northside Town Center Parking Lot 6/16 11 am-1 pm

**Farmers Market off** the square on Martin Luther King Blvd. Wed 6/14 8:30 to 1:45pm

## No Excuse for Elder Abuse

A widow invests her late husband's insurance proceeds with the helpful insurance lady who picks up her prescriptions and drives her to doctors' appointments. A widower allows the gentleman who drives him to church and mows his lawn to move into his house. An elderly couple's tax preparer convinces them to invest in a bill-paying business started by his friend. What do these three people have in common? They were all victims of investment fraud in cases investigated by the Division of Securities in the Wisconsin Department of Financial Institutions (DFI).

These scenarios are real, and unfortunately, most victims are unlikely to recover any money, even if after the successful prosecution of the deception. Investors must cautiously watch for red flags of fraud in any investment.

### Red Flags of Investment Fraud

- High pressure sales tactics, such as asking you to make an investment decision right away, without time to read the documentation (if they even offer you any) or get a second opinion.
- The person offering the investment is promising high returns with little or no risk.
- There is no written information, or what is provided is riddled with misspellings and grammatical errors.
- The person asking you to invest tells you to keep the opportunity quiet, since it is only being offered to a few carefully chosen people, or they ask you to misrepresent your assets and income on a form.
- The opportunity is unsolicited and you are told to invest by wiring money overseas, using prepaid gift cards, or bitcoin.
- **The most significant red flag is that the person selling the investment is not registered with Department of Financial Institutions to offer securities.**

**Please check out the salesperson by using [BrokerCheck.FINRA.org](https://www.brokercheck.com) or [IARD.sec.gov](https://www.iard.org), or call the Examiner of the Day at (608) 266-2139.** Staff can help explain the information in BrokerCheck or IARD. Choosing to work with a registered financial professional can decrease the risk of fraud, but you should be aware that red flags may also exist in transactions involving registered professionals.

If you believe you are a victim of investment fraud, please report it right away to the Division of Securities. Do not be embarrassed—many intelligent, wealthy and famous people have been victimized (just think of the Madoff case), and scam artists are good at what they do. The sooner a scam is reported, the better the chances are that it can be shut down while there is still money to repay victims and prevent the scammer from defrauding others. They work closely with local law enforcement and other state and federal agencies, including the Office of the Wisconsin Commissioner of Insurance (OCI), the FBI and U.S. Securities & Exchange Commission. If they cannot handle a matter, they take steps to direct you to the appropriate agency to review your case.

*During this challenging time, honor victims by becoming informed about elder abuse as well as the many resources that are available in this time of need and uncertainty.*

**Call 9-1-1 if someone you know is in immediate danger**

**Report suspected abuse or exploitation to the [Dane County Adult Protective Services Helpline](https://www.dane.gov/AdultProtectiveServices) at (608) 261-9933**

**Learn about resources and service options at the Dane County Aging & Disability Resource Center: [www.daneadc.org/](https://www.daneadc.org/)**

**Experts in financial abuse are available at the Federal Trade Commission [www.ftc.gov/](https://www.ftc.gov/) or the Consumer Financial Protection Bureau [www.consumerfinance.gov/](https://www.consumerfinance.gov/)**

**Follow health and wellness guidelines issues by the Center for Disease Control (CDC): [www.cdc.gov/](https://www.cdc.gov/)**

**And please get your COVID-19 vaccine—<https://publichealthmdc.com/coronavirus/covid-19-vaccine>**

*To learn more about elder abuse, go to*

*[www.ncea.acl.gov](https://www.ncea.acl.gov) or find ways to take action at [www.eldermistreatment.usc.edu/weaad-home](https://www.eldermistreatment.usc.edu/weaad-home).*

